

### **Amendments To The Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

Claim 1: (Currently Amended) A method comprising:

detecting a device capable of receiving and transmitting an electronic message;  
searching for a plurality of promotions stored in a storage module;  
receiving a signal from the detected device and detecting a device profile  
corresponding to the device wherein the device profile contains a parameter preference  
for a product or a service and a geographical boundary; and  
selecting a particular promotion from the plurality of promotions based on the  
parameter preference for the product or the service and the geographical boundary  
associated with the device profile.

Claim 2: (Currently Amended) The method according to Claim 1 further comprising  
detecting ~~[[a]]~~ the location of the device using the global positioning system.

Claim 3: (Currently Amended) The method according to Claim 2 wherein ~~selecting the~~  
~~particular promotions is based on the location of the device~~ the geographical boundary  
is relative to the current location of the device.

Claim 4: (Currently Amended) The method according to Claim 1 wherein ~~the parameter~~  
~~includes a preference for a product~~ in the step of selecting a particular promotion, the  
particular promotion is selected based on the valid hours of availability.

Claim 5: (Currently Amended) The method according to Claim 1 wherein ~~the parameter includes a preference for a service~~ in the step of searching for a plurality of promotions,  
each of the plurality of promotions includes an electronic coupon.

Claim 6: (Currently Amended) The method according to Claim 1 wherein the ~~parameter includes a geographic boundary~~ device profile is received in a signal sent from the  
device.

Claim 7: (Currently Amended) The method according to Claim 1 further comprising detecting a promotion profile for each of the plurality of promotions.

Claim 8: (Currently Amended) The method according to Claim 7 wherein the promotion profile for each of the plurality of promotions includes location information.

Claim 9: (Currently Amended) The method according to Claim 7 wherein the promotion profile for each of the plurality of promotions includes a description of offerings.

Claim 10: (Currently Amended) The method according to Claim 7 wherein the promotion profile includes days and time of validity for each of the plurality of promotions.

Claim 11: (Currently Amended) The method according to Claim 7 wherein selecting the particular promotion is based on the promotion profile for each of the plurality of promotions.

Claim 12: (Previously Presented) The method according to Claim 1 further comprising displaying the particular promotion on the device.

Claim 13: (Currently Amended) The method according to Claim 1 ~~further comprising highlighting the particular promotion prior to an expiration of~~ wherein the particular promotion displayed on the device includes a location field a type of product or service field, an hours of availability field and contact information field.

Claim 14: (Currently Amended) The method according to Claim 1 wherein the device is associated with a particular user and has attributes that include a device attribute, a user identity attribute, a geographic boundary attribute and a product or service attribute.

Claim 15: (Currently Amended) The method according to Claim 1 wherein the device is associated with multiple users and has attributes that include a device attribute, a plurality of user identity attributes, a geographic boundary attribute and a product or service attribute.

Claim 16: (Currently Amended) A system comprising:  
means for detecting a device capable of receiving and transmitting an electronic message;  
means for searching for a plurality of promotions stored in a storage module;  
means for receiving a signal and detecting a device profile corresponding to the device wherein the profile contains a ~~parameter~~ preference for a product or a service and a geographical boundary; and

means for selecting a particular promotion from the plurality of promotions based on the ~~parameter~~ preference for the product or the service and the geographical boundary associated with the device profile.

Claim ~~[[18]]~~17: (Currently Amended) A method comprising:

detecting a plurality of devices capable of receiving and transmitting an electronic message;

identifying a location for a meeting among the plurality of devices;

searching for a plurality of promotions stored in a storage module; and

selecting a particular promotion from the plurality of promotions based on the location of the meeting.

Claim ~~[[19]]~~18: (Currently Amended) The method according to Claim ~~[[18]]~~ 17 wherein selecting the particular promotion is based on a time of the meeting.

Claim ~~[[20]]~~19: (Currently Amended) The method according to Claim ~~[[18]]~~ 17 wherein selecting the particular promotion further comprises matching the location with the particular promotion such that the particular promotion is utilized at the location.

Claim ~~[[21]]~~20: (Currently Amended) The method according to Claim ~~[[18]]~~ 17 wherein selecting the particular promotion further comprises matching the location with the particular promotion such that the particular promotion is utilized at a competing location.

Claim ~~[[22]]~~21: (Currently Amended) The method according to Claim ~~[[18]]~~ 17 wherein selecting the particular promotion further comprises matching the location with the

particular promotion such that the particular promotion is utilized at another location unrelated to the location.

Claim ~~[[23]]~~22: (Currently Amended) The method according to Claim ~~[[18]]~~ 17 further comprising detecting a current location for each of the plurality of devices.

Claim ~~[[24]]~~23: (Currently Amended) A system, comprising:

- a device detection module to detect a device associated with a user;
- a storage module to store a device record containing user information associated with the user and a promotion record containing promotion information associated with a promotion; and
- a promotion location selection module to select a particular promotion based on the user information that includes a preference for a product or a service and a geographical boundary associated with the device, and the promotion information.

Claim ~~[[25]]~~24: (Currently Amended) The system according to Claim ~~[[24]]~~ 23 wherein ~~the user information includes a user preference for a product~~ the geographical boundary is relative to the current location of the device.

Claim ~~[[26]]~~25: (Currently Amended) The system according to Claim ~~[[24]]~~ 23 wherein ~~the user information includes a user preference for a service~~ current location of the device is determined using a global positioning system.

Claim ~~[[27]]~~26: (Currently Amended) The system according to Claim ~~[[24]]~~ 23 wherein ~~the user information includes a geographic boundary~~ the particular promotion selected by the promotion selection module includes an electronic coupon.

Claim ~~[[28]]~~27: (Currently Amended) The system according to Claim ~~[[24]]~~ 23 wherein the promotion information includes a time and data validity.

Claim ~~[[29]]~~28: (Currently Amended) The system according to Claim ~~[[24]]~~ 23 wherein the promotion information includes location information.

Claim ~~[[30]]~~29: (Currently Amended) A computer-readable medium having computer executable instructions for performing a method comprising:

detecting a plurality of devices capable of receiving and transmitting an electronic message;

identifying a location for a meeting among the plurality of devices;

searching for a plurality of promotions stored in a storage module; and

selecting a particular promotion from the plurality of promotions based on the location of the meeting.